

# United Way of the Capital Area



**Susan B. Dunn**  
President and Chief Executive Officer

May 21, 2008

Chairman Kevin J. Martin  
Federal Communication Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Chairman Martin:

In this age of information overload, local radio stations continue to be the mainstay of information on local issues and concerns. In our community, they are the place to go for the news and community information. Specifically, I am referring to WTIC NewsTalk 1080 AM, one of our local CBS Radio affiliates.

As a United Way professional, I have been working and partnering with WTIC radio for eighteen years. Providing air time for topics of local interest and concern has been part of the DNA of the station. This station actively engages with the non-profit community seeking ways to partner and ways to volunteer time and talent.

Over the past decade, WTIC has broadcast its morning radio show from our offices as we kickoff our annual \$27 million fundraising campaign with *Day of Caring*, a day where 4,000 volunteers take a day off from work to volunteer their time and talents at hundreds of non-profits in our region. This has become a wonderful community tradition that our volunteers look forward to each year. It gives us tremendous reach within our community to encourage not only giving, but volunteerism and not just on *Day of Caring*, but all year long.

As if that is not enough, WTIC provides one hour each month on a Saturday from 9:00 to 10:00 a.m. for our *United Way Community Connections* radio show. Through this incredible gift of air time and hosting talent by one of WTIC's on-air personalities, we can discuss health and human service topics of interest to both young and old. Topics have included discussions on Alzheimer's Disease, children caught in the middle of the justice system as a result of divorce, etc., how to get free tax preparation and financial counseling, urban education issues with the superintendent of schools, home health care for aging parents, food insecurity, where to go for help or to volunteer, and how non-profits can be more effective among many other topics.

All of the above and more have been provided willingly and freely without any requirements imposed by any outside authority or commission. Setting up requirements will only tie the hands of radio stations like WTIC that are already giving back to the community in so many ways. WTIC clearly understands the importance of community service and it is my belief that most stations understand that it is in the best interests of the station and its community to operate in such a fashion.

Sincerely,



Susan B. Dunn

**what matters.**<sup>®</sup>